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# DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	ALTERNATIVE ADVERTISING IN PRERECORDED MEDIA		
As the below name	ed inventor(s), I/we declare that:		
This declaration is	directed to:		
7	<ul> <li>☑ The attached application, or</li> <li>☐ Application No, filed on,</li> <li>☐ as amended on (if applicable);</li> </ul>		
I/we believe that I/ which a patent is s	we am/are the original and first inventor(s) of the subject matter which is claimed and for sought;		
	ed and understand the contents of the above-identified application, including the claims, as mendment specifically referred to above;		
I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.			
All statements made herein of my/own knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.			
FULL NAME OF I	NVENTOR(S)		
Inventor one:	IICHAEL A. PLOTNICK		
Signature:	Citizen of: UNITED STATES OF AMERICA		
Inventor two:	OBERT F. DEITRICH		
Signature:	Citizen of: UNITED STATES OF AMERICA		
Inventor three:	HARLES A. ELDERING		
Signature: (	Citizen of: UNITED STATES OF AMERICA		
Inventor four: D	OUGLAS J. RYDER		
Signature:	Citizen of: UNITED STATES OF AMERICA		
Additional inventor	rs are being named on 1 additional form(s) attached hereto.		

Burden Hour Statement: This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is used by the public to file (and the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 1 minute to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

#### SUPPLEMENTAL SHEET TO DECLARATION

Additional Inventor(s):

Full Name of Additional Joint Inventor: HERBERT M. LUSTIC	3
Signature: How M. M. Citizenship: United States of America	Date: $il/9/0$
Full Name of Additional Joint Inventor:	
Signature: Citizenship:	Date:
Full Name of Additional Joint Inventor:	
Signature: Citizenship:	Date:
Full Name of Additional Joint Inventor:	
Signature: Citizenship:	Date:
Full Name of Additional Joint Inventor:	
Signature: Citizenship:	Date:
Full Name of Additional Joint Inventor:	
Signature: Citizenship:	Date:

PTO/SB/81 (02-01)

Approved for use through 10/31/2002. OMB 0651-0035

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Application Number	UNKNOWN
Filing Date	UNKNOWN
First Named Inventor	PLOTNICK
Title ALTERNATIVE ADVI	RTISING IN PRERECORDED MEDIA
Group Art Unit	UNKNOWN
Examiner Name	UNKNOWN
Attorney Docket Number	T738-10

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✓ Applicant/Inve	entor.		
Assignee of record of the entire interest. See 37 CFR 3.71.			
Clatement un	Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).		
SIGNATURE of Applicant or Assignee of Record			
Name MICHAEL A. PLOTNICK			
Signature O. O. O.			
	12 200		
NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.			
✓ *Total of 5 forms are submitted.			

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	SIGNATURE of Applicant or Assignee of Record		
Name ROBE	RT F. DEITRICH		
Signature			
Date 1/7/			
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<b>Application Number</b>	UNKNOWN	
Filing Date	UNKNOWN	
First Named Inventor	ELDERING	_
Title ALTERNATIVE ADVI	RTSING IN PRERECORDED MEDIA	_
Group Art Unit	UNKNOWN	_
Examiner Name	UNKNOWN	
Attorney Docket Number	T738-10	_

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Statement under	Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).		
SIGNATURE of Applicant or Assignee of Record			
Name CHARLES A. ELDERING			
Signature CRER GOQ/			
Date No. 12, 2001			
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DOUGLAS L PYDED			
Name			
	Signature		
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Assignee of record of the entire interest. See 37 CFR 3.71.	
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).	
SIGNATURE of Applicant or Assignee of Record	
Name HERBERT M. LUSTIG	
Signature DMM SMA	<u>, , , , , , , , , , , , , , , , , , , </u>
Date   11/9/01	
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